

ORDER



Orders
Order / Rev: 705412
Alt Order #: 06268608
Product Desc: NRCC IE
Estimate: 2973
Flight Dates: 09/28/12 - 10/04/12
Original Date / Rev: 08/08/12 / 09/20/12
Order Type: Political

KXTV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: National Media Research Planning/ PC
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: National Republican Cong. Committee
Demographic: A35-64
Product Codes: IS-Issue/Ballot,IS-Issue/Non
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	17	\$14,215.00	\$12,082.75
10/01/12	10/04/12	39	\$24,390.00	\$20,731.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	17	\$14,215.00	\$12,082.75	26.10
October 2012	39	\$24,390.00	\$20,731.50	48.00
Totals	56	\$38,605.00	\$32,814.25	74.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KXTV	17%	\$38,605.00
Market	100%	\$227,088.24

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBSV	0%	\$0.00
KCRA	15%	\$34,063.24
KFTL	0%	\$0.00
KMAX	7%	\$15,896.18
KOVR	30%	\$68,126.47
KQCA	6%	\$13,625.29
KSPX	0%	\$0.00
KTXL	25%	\$56,772.06
KUVS	0%	\$0.00
KVIE	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXTV	09/28/12	09/28/12	News10 @ 11pm	CM	11-1135p	----F--	:30	1	\$1,050.00	P-2	2.00	NM	1	\$1,050.00
NWS 10 AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--			1			\$1,050.00		2.00			

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E 1	KXTV	09/28/12	09/28/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	----F--	:30	1	\$1,050.00	P-2	2.00	NM	1	\$1,050.00
NWS 10 AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,050.00		2.00			
E 2	KXTV	09/28/12	09/28/12	M-F 4-5p Ellen	CM	4p-5p	----F--	:30	1	\$900.00	P-1	1.50	NM	1	\$900.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$900.00		1.50			
E 3	KXTV	09/28/12	09/28/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a	----F--	:30	1	\$190.00	P-1	0.50	NM	1	\$190.00
NW10 GD MRN 5A/NW10 GDMRN 530															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$190.00		0.50			
E 4	KXTV	09/28/12	09/28/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a	----F--	:30	2	\$375.00	P-1	0.80	NM	2	\$750.00
NWS10 GOOD MRN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					2	\$375.00		0.80			
E 5	KXTV	09/28/12	09/28/12	M-F 630-7p Jeopardy	CM	630-7p	----F--	:30	1	\$2,000.00	P-1	2.50	NM	1	\$2,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,000.00		2.50			
E 6	KXTV	09/28/12	09/28/12	M-F 7-9am GMA 7-9am	CM	7-9a	----F--	:30	4	\$430.00	P-1	1.10	NM	4	\$1,720.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					4	\$430.00		1.10			
E 7	KXTV	09/28/12	09/28/12	Fri Prime A Shark Tank	CM	8-9p	----F--	:30	1	\$2,500.00	P-2	3.10	NM	1	\$2,500.00
SHARK TANK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,500.00		3.10			
E 8	KXTV	10/01/12	10/01/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	M-----	:30	1	\$1,050.00	P-3	2.00	NM	1	\$1,050.00
NWS 10 AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$1,050.00		2.00			
E 9	KXTV	10/01/12	10/01/12	M-F 4-5p Ellen	CM	4p-5p	M-----	:30	1	\$900.00	P-3	1.50	NM	1	\$900.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$900.00		1.50			
E 10	KXTV	10/01/12	10/01/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a	M-----	:30	1	\$190.00	P-3	0.50	NM	1	\$190.00
NW10 GD MRN 5A/NW10 GDMRN 530															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$190.00		0.50			
E 11	KXTV	10/01/12	10/01/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a	M-----	:30	2	\$375.00	P-3	0.80	NM	2	\$750.00
NWS10 GOOD MRN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					2	\$375.00		0.80			
E 12	KXTV	10/01/12	10/01/12	M-F 7-9am GMA 7-9am	CM	7-9a	M-----	:30	4	\$430.00	P-3	1.10	NM	4	\$1,720.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					4	\$430.00		1.10			
E 13	KXTV	09/29/12	09/29/12		CM	7-8a	-----S-	:30	1	\$300.00	P-1	0.70	NM	1	\$300.00

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Sat 7-8a Good Morning America															
GD MRN-SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$300.00		0.70						
E 14	KXTV	09/30/12	09/30/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	-----S	:30	1	\$1,050.00	P-2	2.00	NM	1	\$1,050.00
NWS 10 AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$1,050.00		2.00						
E 15	KXTV	09/30/12	09/30/12	News10 @ 5pm Sun News10 @ 5pm Sun	CM	5-530p	-----S	:30	1	\$375.00	P-2	0.70	NM	1	\$375.00
NWS 10 AT 5.00															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$375.00		0.70						
E 16	KXTV	09/30/12	09/30/12	Sun News 8-9a News10 Sun @ 8a	CM	8-9a	-----S	:30	2	\$340.00	P-4	1.10	NM	2	\$680.00
NWS10 GOOD MRN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	2		\$340.00		1.10						
E 17	KXTV	10/04/12	10/04/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	---T---	:30	1	\$1,050.00	P-3	2.00	NM	1	\$1,050.00
NWS 10 AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---T---	1		\$1,050.00		2.00						
E 18	KXTV	10/04/12	10/04/12	M-F 4-5p Ellen	CM	4p-5p	---T---	:30	1	\$900.00	P-3	1.50	NM	1	\$900.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---T---	1		\$900.00		1.50						
E 19	KXTV	10/04/12	10/04/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a	---T---	:30	1	\$190.00	P-3	0.50	NM	1	\$190.00
NW10 GD MRN 5A/NW10 GDMRN 530															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---T---	1		\$190.00		0.50						
E 20	KXTV	10/04/12	10/04/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a	---T---	:30	2	\$375.00	P-3	0.80	NM	2	\$750.00
NWS10 GOOD MRN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---T---	2		\$375.00		0.80						
E 21	KXTV	10/04/12	10/04/12	M-F 630-7p Jeopardy	CM	630-7p	---T---	:30	1	\$2,000.00	P-3	2.50	NM	1	\$2,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---T---	1		\$2,000.00		2.50						
E 22	KXTV	10/04/12	10/04/12	M-F 7-9am GMA 7-9am	CM	7-9a	---T---	:30	4	\$430.00	P-3	1.10	NM	4	\$1,720.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---T---	4		\$430.00		1.10						
E 23	KXTV	10/02/12	10/02/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	-T-----	:30	1	\$1,050.00	P-3	2.00	NM	1	\$1,050.00
NWS 10 AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-----	1		\$1,050.00		2.00						
E 24	KXTV	10/02/12	10/02/12	M-F 4-5p Ellen	CM	4p-5p	-T-----	:30	1	\$900.00	P-3	1.50	NM	1	\$900.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-----	1		\$900.00		1.50						
E 25	KXTV	10/02/12	10/02/12		CM	5-6a	-T-----	:30	1	\$190.00	P-3	0.50	NM	1	\$190.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N36	KXTV	09/30/12	09/30/12	Sun Prime D 666 Park Avenue	CM	10-11p	-----S	:30	1	\$2,700.00	P-4	4.90	NM	1	\$2,700.00
NASHVILLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S		1		\$2,700.00		4.90					
													Totals	56	\$38,605.00